

CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents the conclusion and suggestion of the research.

5.1. Conclusions

The e-booklet of Dapur Cinta is designed to promote Dapur Cinta, a new café and resto in Palembang. In designing the e-booklet, there were five steps in making e-booklet. The stages written by Jani (2017) are linked with research and development method modification developed by Sukmadinata (2019). In preliminary study, it was linked with starting by setting a clear objective, organizing and planning the content, being consistent with design elements, and designing double layouts for higher interactivity. In the second step, there were two testing in model development: limited testing and wider testing. It was also linked with exporting booklet for web. In limited testing, there were four experts in the field of the content, language (English and Indonesia), and design that commented about capitalization, pleonasm, spelling, article, irregular plural noun, the front cover and the content of the e-booklet. After revising, the writer continued to wider testing. In wider testing, the writer also asked four experts to check the content, language in English and Indonesia, and design. They found some mistakes about word choice, simple present tense, and the space in every page of the e- booklet. After doing revision in wider testing, the product is considered as the final product. The writer did not do product testing and dissemination due to lack of time, money, and skills.

5.2. Suggestions

The writer suggests that the next researchers continue the research until product testing to see the effectiveness of the product made. Moreover, the writer also suggests that Dapur Cinta café and resto uses not only social media (Facebook and Instagram) but also the e-booklet.